

**In the Claims:**

A complete listing of the claims is set forth below.

1. (Currently Amended) A computer readable medium containing an executable method of determining, through the use of a at least one processor, the performance of an advertisement comprising:

collecting, with the at least one processor, a plurality of input data points;

collecting, with the at least one processor, a plurality of outcome data points; and

calculating, with the at least one processor, performance scores based upon the input data points and the outcome data points;

wherein the input data points include data points selected from the group consisting of: one or more of

data points about an advertisement description,

data points about a creative description, and

data points about a user description; and

wherein the outcome data points include data points selected from the group consisting of: one or more of

data points about user opinions to identify a judgment of the user and

data points about user experience to identify identifying an enjoyability rating reflecting how enjoyable or annoying the advertisement was to the user, wherein the enjoyability rating corresponds to a rating on an enjoyability and annoyance scale;

data points identifying a relevance rating reflecting the relevance of the subject matter of the advertisement to the user, wherein the relevance rating corresponds to a rating on a degree of relevance scale; and

data points identifying an impact rating reflecting the impact of an advertisement on the user's opinion of the advertiser or media owner, wherein the impact rating corresponds to a rating on an impact scale.

2. (Canceled)

3. (Currently Amended) The computer readable medium of claim 1, wherein the ~~one or more~~ performance scores are accessible to an Evaluator through a computer-based application.

4. (Currently Amended) The computer readable medium of claim 1, wherein the input data points and the outcome data points are accessible to an Evaluator through a computer-based application.

5. (Currently Amended) The computer readable medium of claim 1, wherein the performance scores include a composite performance score which is calculated using one or more of:

a performance score calculated using data points ~~about user experience identifying an enjoyability rating reflecting how enjoyable or annoying the advertisement was to the user;~~

a performance score calculated using data points ~~about user opinions identifying an impact rating reflecting the impact of an advertisement on the user's opinion of the advertiser or media owner;~~

a performance score calculated using data points ~~about advertisement relevance identifying a relevance rating reflecting the relevance of the subject matter of the advertisement to the user;~~

a performance score calculated using data points about an advertiser brand;

a performance score calculated using data points about a web-site brand; and

a performance score calculated using data points about user interest.

6. (Currently Amended) The computer readable medium of claim 1, wherein the performance scores include a performance score calculated using the data points ~~about user experience identifying an enjoyability rating reflecting how enjoyable or annoying the advertisement was to the user.~~

7. (Currently Amended) The computer readable medium of claim 1, wherein the performance scores include a performance score calculated using the data points ~~about user opinions identifying an impact rating reflecting the impact of an advertisement on the user's opinion of the advertiser or media owner.~~

8. (Previously Presented) The computer readable medium of claim 1, wherein the performance scores includes a performance score calculated using data points about objective criteria.

9. (Previously Presented) The computer readable medium of claim 1 further comprising:

displaying a survey concerning the advertisement to one or more users;

collecting the results of the survey; and  
calculating at least one of the performance scores based on the survey results.

10. (Previously Presented) The computer readable medium of claim 9, wherein the survey is presented to the one or more users as a pop-up window.

11. (Previously Presented) The computer readable medium of claim 9, wherein the survey is accessed by the user via a link associated with the advertisement.

12. (Previously Presented) The computer readable medium of claim 9, wherein the survey solicits text comments.

13. (Previously Presented) The computer readable medium of claim 12, wherein the text comments are viewable by an Evaluator.

14. (Currently Amended) The computer readable medium of claim 9, wherein a performance score calculated using the data points ~~about user~~

experience identifying an enjoyability rating reflecting how enjoyable or annoying the advertisement was to the user is calculated using the survey.

15. (Currently Amended) The computer readable medium of claim 12, further comprising:

analyzing the text comments to identify key words;  
assigning numeric values to the identified key words; and  
calculating a performance score calculated using the data points about user opinions identifying an impact rating reflecting the impact of an advertisement on the user's opinion of the advertiser or media owner, said performance score based at least in part on the numeric values.

16. (Previously Presented) The computer readable medium of claim 12, wherein the text comments are viewable by an Evaluator.

17. (Previously Presented) The computer readable medium of claim 1, wherein the data points about a user description are determined from cookies.

18. (Previously Presented) The computer readable medium of claim 1, wherein the data points about an advertisement description are downloadable from one or more external data collection databases.

19. (Previously Presented) The computer readable medium of claim 1, wherein the data points about a creative description are downloadable from one or more external data collection databases.

20. (Currently Amended) A computer readable medium containing a computer application, the computer application capable of evaluating an advertisement, comprising:

data collecting means for collecting a plurality of data points about objective criteria regarding the advertisement;  
data collecting means for collecting a plurality of data points about user opinions regarding the advertisement;

~~data collecting means for collecting a plurality of data points about user experience regarding the experience of one or more users that have viewed the advertisement identifying measurements of how enjoyable or annoying the advertisement was to the user, wherein said measurements correspond to ratings on an enjoyability and annoyance rating scale;~~

data collecting means for collecting a plurality of data points about an advertisement description regarding characteristics of the advertisement;

data collecting means for collecting a plurality of data points about a creative description regarding the content of the advertisement;

data collecting means for collecting a plurality of data points about a user description regarding characteristics of one or more users; and

calculating means for calculating performance scores from the plurality of data points.

21. (Previously Presented) The computer readable medium of claim 20, further comprising a means to present one or more performance scores to an Evaluator.

22. (Previously Presented) The computer readable medium of claim 20, further comprising means to present the data points to an Evaluator.

23. (Currently Amended) The computer readable medium of claim 20, wherein one of the performance scores is a composite performance score which is calculated using one or more of:

~~a performance score calculated using data points about user experience identifying measurements of how enjoyable or annoying the advertisement was to the user;~~

a performance score calculated using data points about user opinions;

a performance score calculated using data points about advertisement relevance;

a performance score calculated using data points about an advertiser brand;

a performance score calculated using data points about a web-site brand; and

a performance score calculated using data points about user interest.

24. (Currently Amended) The computer readable medium of claim 20, wherein one of the performance scores is a performance score calculated using the data points about user experience identifying measurements of how enjoyable or annoying the advertisement was to the user.

25. (Previously Presented) The computer readable medium of claim 20, wherein one of the performance scores is a performance score calculated using the data points about user opinions.

26. (Previously Presented) The computer readable medium of claim 20, wherein one of the performance scores is a performance score calculated using the data points about objective criteria.

27. (Previously Presented) The computer readable medium of claim 20, further comprising means to download data from external collection databases.

28. (Previously Presented) The computer readable medium of claim 20, further comprising:

means for displaying a survey concerning the advertisement to one or more users;

means for collecting the results of the survey; and

means for calculating one or more performance score based on the survey results.

29. (Previously Presented) The computer readable medium of claim 28, wherein the survey is displayed to the one or more users as a pop-up window.

30. (Previously Presented) The computer readable medium of claim 28, wherein the survey is accessed by the user via a link associated with the advertisement.

31. (Previously Presented) The computer readable medium of claim 28, wherein the survey solicits text comments.

32. (Previously Presented) The computer readable medium of claim 31, wherein the text comments are viewable by an Evaluator.

33. (Previously Presented) The computer readable medium of claim 32 further comprising:

analyzing means for analyzing the text comments to identify key words;

assigning means for assigning numeric values to the identified key words; and

calculating a performance score calculated using the data points about user opinions, said performance score based at least in part on the numeric values.

34. (Previously Presented) The computer readable medium of claim 20, further comprising cookie inspection means for determining the data points about a user description from cookies.

35. (Previously Presented) The computer readable medium of claim 27, wherein the data points about an advertisement description are downloaded from the one or more external data collection databases.

36. (Previously Presented) The computer readable medium of claim 27, wherein the data points about a creative description are downloaded from the one or more external data collection databases.

37. (Currently Amended) The computer readable medium of claim 1, wherein the data points about user opinions to identify a judgment of the user comprise data points selected from the group consisting of at least one of:

data points about user opinions regarding the relevance of the subject matter of the advertisement;

data points about user opinions regarding the impact of an advertisement on the user's opinion of the advertiser or media owner; and

data points about user opinions regarding how the advertisement affects their opinion of the advertiser or media owner; and

~~data points about user opinions regarding the user's interest in the subject matter of the advertisement.~~

38. (Currently Amended) The computer readable medium of claim 20, wherein the data points about user opinions regarding the advertisement comprise data points selected from the group consisting of at least one of:

data points about user opinions regarding the relevance of the subject matter of the advertisement;

data points about user opinions regarding the impact of an advertisement on the user's opinion of the advertiser or media owner; and

data points about user opinions regarding how the advertisement affects their opinion of the advertiser or media owner; and

~~data points about user opinions regarding the user's interest in the subject matter of the advertisement.~~